

DRAFT

Delta Sign Plan

April 9, 2018





Delta Road / Delta Protection Commission

Submitted to

The Residents of the Delta

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Delta Protection Commission

Delta Stewardship Council

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Executive Summary

Executive Summary TBD

Section I, Introduction

Description of current project

The Sacramento-San Joaquin Delta is a wonderful place to live and visit, but one of the common issues brought up by both residents and visitors is the need for increased/improved signs that can help establish and reinforce the Delta as a distinctive place. Often those visiting the Delta don't even know they are in the Delta. The Delta Marketing Task Force (Task Force), through the development of its Delta Tourism Awareness 5-year Marketing Plan, specifically calls this out as a key strategy. The plan states:

Improve Delta's Location Strategy: One of the main complaints from surveys has been the poor signage and hard-to-find locations. While some people want to get lost, some people would rather not. Having improved road signs offering directions is key, as well as a downloadable foldable map for all guests. Specifically create coordinated signage that leverages existing "Entering CA Delta" signage, such as "You are X miles from the Bridge", etc.

To tackle this strategy, in fall 2017 the Task Force, through the Sacramento-San Joaquin Delta Conservancy (with funding from the Delta Stewardship Council) hired The Acorn Group to develop a sign plan (Delta Sign Plan) for the Sacramento-San Joaquin Delta (Delta). Specifically, the task force called for an assessment of existing signs, the advancement of recommendations from the Delta community identified in the Delta Tourism Awareness 5-year Marketing Plan, and the development of templates for three sign types.

Working off knowledge of the Delta already provided by the Task Force, the 2016 Delta Leadership Project and agency partners, The Acorn Group staff toured the primary and secondary zones of the Delta with Delta Conservancy staff in November 2017, noting and



Intersection of Isleton Road and River Road / Tony Ignacio

assessing existing road signs on Interstate 5, state routes, highways, and roads. Staff also visited the Delta's historical communities and examined the Delta landscape through the lens of the visitor's experience sequence from arrival and orientation through departure.

The work involved identifying improvements to current signs, noting locations for new signs, and outlining the process for placing planned signs within the Delta. This latter task involves discussions with governing agencies, including the California Department of Transportation (Caltrans) and the planning departments of the five Delta counties to understand county and state codes and design requirements.

The recommendations of this document are based upon input received from the Delta Marketing Task Force and Delta community during five community meetings on sign needs, opportunities, and design preferences held from November 2017 through May 2018. Input was also received through direct contact with Delta counties and Delta organizations, including the Delta Chambers and Visitor's Bureau, Rio Vista Chamber of Commerce/RioVision, and the Sacramento County Delta Citizens Municipal Advisory Committee. It also reflects recommendations put forth in several guiding documents: the 2017-2022 Delta Conservancy Strategic Plan, Sacramento-San Joaquin Delta National Heritage Area Brand Standards, Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area, Delta Tourism Awareness 5-Year Marketing Plan, and Economic Sustainability Plan for the Sacramento-San Joaquin Delta.

In June 2018, The Acorn Group delivered the Delta Sign Plan to the Delta Marketing Task Force, including templates, style guide, and locator maps for four sign types: a welcome/orientation sign, wayfinding sign/mileage marker, place marker, and interpretive panel. The Delta Marketing Task Force will then work to implement the recommendations of this plan through establishing partnerships with local community members, agencies, and landowners.

How to Use this Plan

This Delta Sign Plan has several target audiences, all committed to enhancing the visitor's experience in the Delta. Serving as a reference manual, the plan should be consulted for guiding principles and design standards for sign media that advance recognition of and appreciation for the Delta as a destination and area of historic significance and aid in wayfinding. The plan's purpose is to help guide the development of graphically unified, strategically placed signs in the primary and secondary zones of the Delta.¹

Community leaders

Business and community leaders in the Delta region can reference the plan as new signs for their businesses or communities are discussed. Collective and independent work on these types of signs can be coordinated to ensure design consistency and optimal placement throughout the Delta.

Project managers

Because the plan summarizes media options, cost estimates, and sign locations, it can be used for planning and budgeting purposes, as well as a reference tool when developing annual action plans for the placement of signs.

Grant writers and readers

While preparing or reviewing grant applications, the Sign Plan can be referenced and consulted as a guiding document that conveys that a developed plan of action has already been established. Grant funders are more likely to fund a project for signs if the planning has already been completed.

Graphic design consultants

When designing and laying out various signs, designers can reference the four templates and style guide for colors, fonts, dimensions, etc., and thus ensure design consistency throughout the Delta.

Interpretive planners and writers

As interpretive planning and writing teams develop interpretive panels, they can refer to the design principles and goals, as well as the interpretive themes summarized in the plan and drawn from guiding documents.

Agency staff

Staff of the Sacramento-San Joaquin Delta Conservancy, Delta Protection Commission, Delta Stewardship Council, and other agencies, offices, and organizations can use the plan for budgetary and planning purposes. Progress on meeting the objectives of this plan can also be easily tracked.

Maintenance staff

Installation and maintenance guidelines are provided in the plan. Therefore, staff members responsible for the installation and maintenance of signs can use the plan to ensure both compliance with accessibility standards and proper care of the material.

¹ The Primary Zone includes 490,050 acres at the heart of the Delta. The Secondary Zone includes 247,320 acres surrounding the Primary Zone. To access a map go to http://deltacouncil.ca.gov/sites/default/files/documents/files/Fig5-1_DP371_PrimarySecondary_Zones%5B1%5D.pdf

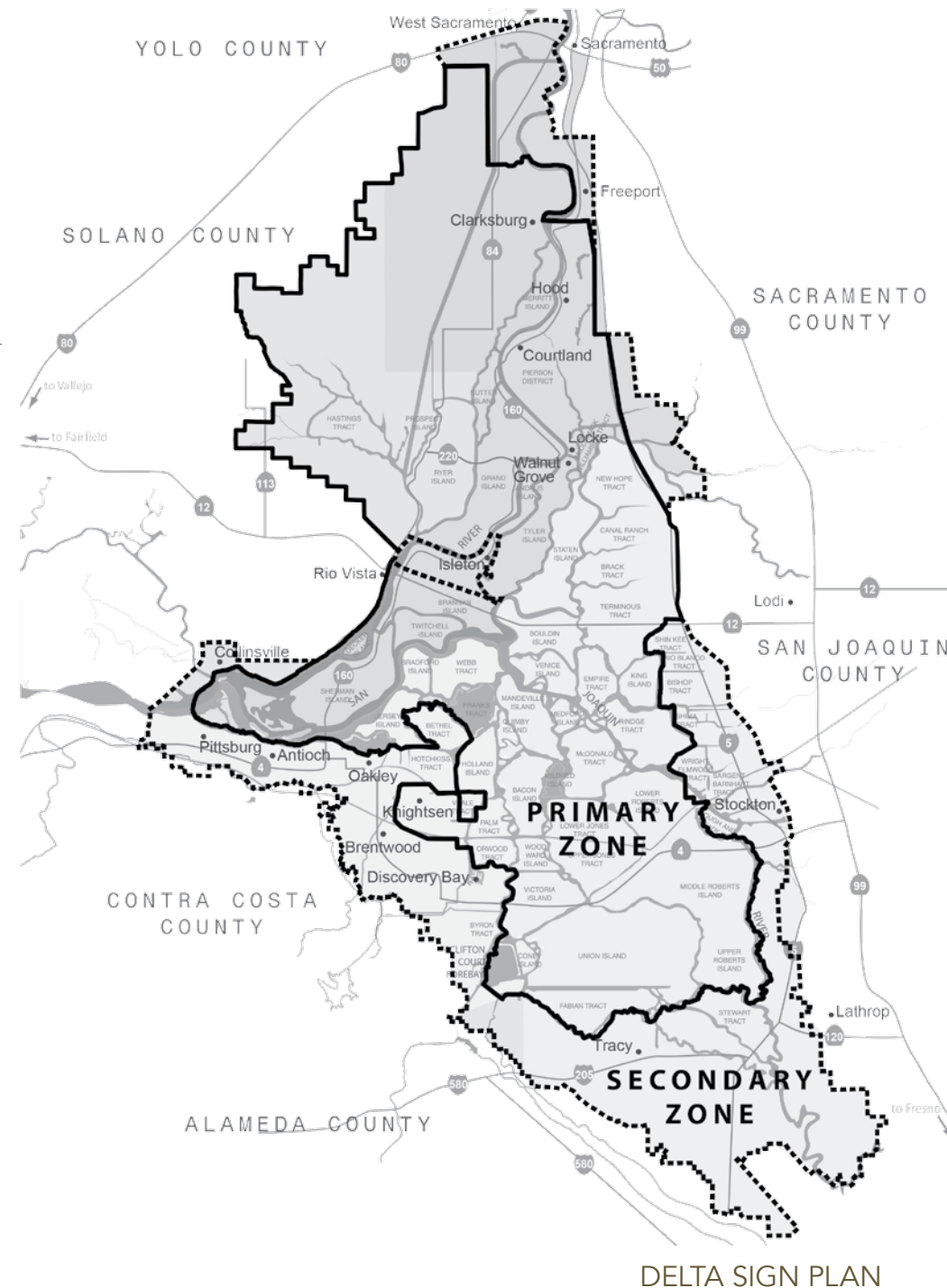
Section II, About The Region

Location and regional context

The Delta lies between the Great Central Valley and San Francisco Bay in California. Part of the largest estuary on the West Coast, it extends more than 50 miles from the north to south. Its watershed stretches from the eastern slopes of the Coastal Ranges to the western slopes of the Sierra Nevada Range. It encompasses 750,000 acres and 1,100 levees.

Despite its vastness, many people are unaware of it. Those traveling in the eastern region along Interstate 5 often have no knowledge they have entered the Delta, much less left it miles later. The legacy towns and iconic structures, such as bridges, are largely hidden out of view.

People who do visit realize the recreational opportunities that abound on water and land. Renowned for boating, hunting, fishing, and windsurfing enriched by nature preserves and wildlife watching areas, and made distinct by its farm markets, wineries, and seasonal celebrations, the Delta is a unique part of California. Those who visit are treated to remarkable sights, stories, and experiences.



Sense of place in the Delta

The Delta is a landscape of dichotomies. Industrial shorelines stand in stark contrast to the Delta's islands, parks, and nature preserves. Steam stacks and storage tanks define one skyline; towering oaks and drawbridges define another.

The Delta is a place where people speed along short-cut roads en route to work or home. At the same time, it is a place where people slow down,

beckoned to the region because of the distinct rural feeling, historic sites, and seasonal harvests and celebrations. The Delta's current signs represent yet another dichotomy. At some intersections, signs are clustered on a single fence, crowded in appearance and difficult to distinguish. At other intersections, signs are altogether absent, leaving the visitor to wonder where they are.



Delta Barn / Delta Protection Commission

Section III, Existing Conditions

Current opportunities

The Delta region is a complex, transformed place where geography, engineering, and land use present varied constraints and opportunities. During development of the Delta Sign Plan, using local knowledge from the Task Force and the community meetings, the planning team studied the region's existing conditions, proposing strategies to turn constraints into opportunities, and opportunities into calls to action.

Richness of human stories

The Delta's inhabitation by people dates back several thousand years—the Miwok and Maidu settled here long before Europeans entered the Delta region in the 18th century. Explored by Spain, later claimed by Mexico and the United States, shaped by Chinese laborers, and settled and farmed by Chinese, Filipino, German, Italian, Japanese, Portuguese, Sikh, and other immigrants, the Delta holds a rich collection of stories about its people. The region's cultural and racial diversity can be shared in person, as well as by way of interpretive panels. These stories will also begin to emerge as visitors encounter wayfinding/mileage marker signs and place markers.

Uniqueness of communities

As national chain stores proliferate across the state, communities lose their unique character. The Delta's small towns have resisted this trend. Instead, they remain anchored by locally owned businesses that contribute to historic Main Streets. Restaurants, gift shops, galleries, and other businesses—many occupying original restored storefront buildings—line downtown streets. Increasingly rare and coveted in California, such unique character is a focal point for Delta tourism.



Top: Delta Agriculture / Delta Protection Commission
Bottom: Isleton / Delta Protection Commission

Richness of visitor experiences

The presence of water, recreational opportunities, points of interest, historical and cultural sites, farm markets, wineries, and seasonal celebrations beckon residents, members of surrounding communities, and tourists to the Delta. These facets of the visitor's experience have informed the sign development process, helping compile the inventory of wayfinding/mileage marker signs, place markers, and icons.

National Heritage Area designation

While Congressional designation of the Delta as a National Heritage Area (NHA) is pending at this time, this federal recognition would be a noteworthy accomplishment. NHA designation identifies places of special significance. Displaying the NHA logo on the Delta's signs would serve as a powerful marketing tool that conveys the significance of the region's natural, cultural, and historical resources.

Current constraints

Sheer size, complexity, and diversity of governance and experiences pose constraints that have bearing on the design and placement of signs.

Vastness

To say the Delta is large is an understatement. It extends more than 50 miles from the north to south and encompasses over 738,000 acres of levees, islands, and waterways. Lodi and Stockton mark its eastern edge; Pittsburg marks its western edge. Sacramento and West Sacramento mark its northern boundary, while points just beyond Tracy marks its southern boundary. The Delta has multiple entry and exit points. Signs are minimal, wayfinding is challenging, and there is no portal that announces arrival.

Viewsheds

The visitor's experience in the Delta typically begins and ends in a personal vehicle. With the exception of the interpretive panels, proposed signs are designed with viewing from a car in mind. High color contrast, legible text, and symbols need to work together to help visitors make navigation decisions quickly and safely.

Compliance

Five counties have land use jurisdiction over the Delta region. Sign

templates and placement must comply with the road sign ordinances of Solano, Yolo, Contra Costa, San Joaquin, and Sacramento Counties. Signs targeted for highways, including those with State Scenic Route designations, must comply with Caltrans regulations. These are summarized in the appendices.

Getting lost

The Delta is a maze of waterways, highways, and levee roads. An abundance of major islands and tracts dot the landscape. Rivers, channels, and sloughs create a braided waterscape defined by levees. Despite the terrain's flatness, it is easy to lose bearing, especially when tule fog sets in.

Diversity of experiences

The Delta is a region rich in natural, cultural, and historical resources. While this richness presents opportunity, it also presents constraints because of sign design challenges. Wayfinding/mileage marker signs need to be effective, yet brief to help visitors chart their course to a variety of destinations. Use of symbols, including icons, is called for.



Levee Road / Delta Protection Commission




Existing Sign Locations

The current "Entering the Delta" signs were part of a project undertaken by the Discover the Delta Foundation in the early 2000s. More information on the Foundation and its sign project can be found here: <http://www.discoverthedelta.org/>

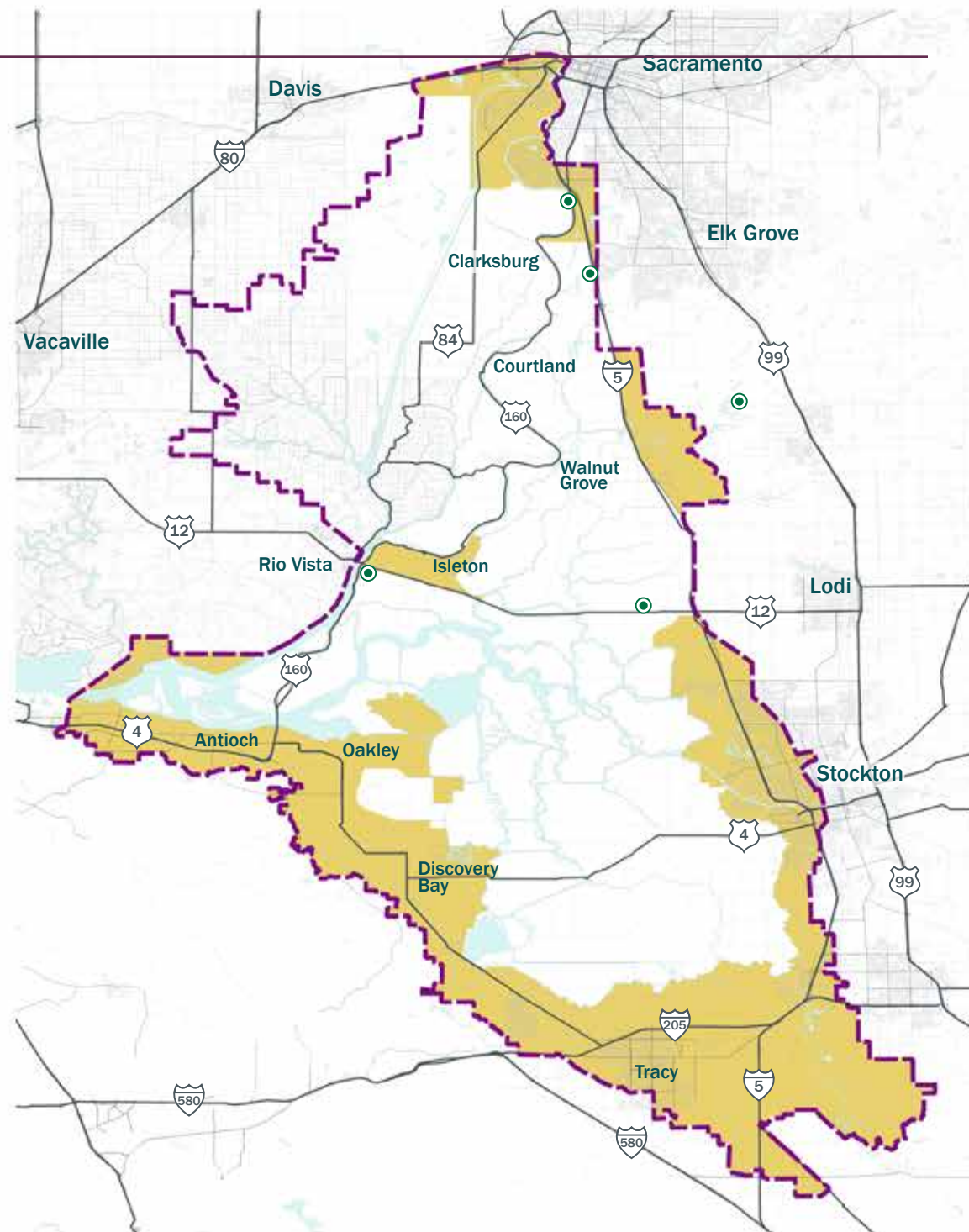
- » Freeport Blvd*
- » I-5 westside, south of Elk Grove Blvd exit*
- » Twin Cities Road, east of the Cosumnes River*
- » Intersection of Hwy 12 and Hwy 160*
- » Hwy 12, west of Interstate 5*

*confirmed locations

Legend

-  Legal Boundary
-  Secondary Zone
-  Existing Delta Welcome Signs

5 0 5 10 miles



DELTA SIGN PLAN

Existing Sign Examples



Top: Big Break Regional Shoreline / Jennifer Rigby
Bottom: Delta Sign in Freeport; Delta Sign on Highway 12 / Tony Ignacio



Top: Sign cluster at Freeport Bridge and River Road / Tony Ignacio
Bottom: Rio Vista; Highway 160; Antioch / Tony Ignacio

Section IV, Sign Classification and Design Guidelines

This sign plan focuses on the development of four different sign types, as stated below:

Sign Nomenclature

Welcome and Orientation sign: an entry sign that greets visitors and defines the Delta and its boundaries.

Wayfinding sign: a sign that uses words, mileage numbers, and symbols to help visitors keep track of where they are going and how far away their destination is.

Place marker: a sign that identifies the name and construction date of the Delta's bridges, buildings, and other historical structures.

Interpretive panel: a sign that moves beyond facts and concepts to tell stories and reveal meaning about the Delta's places, people, objects, and events.

Project purpose, principles, and goals

Throughout this planning process, the Sacramento-San Joaquin Delta Conservancy, Delta Stewardship Council, and Delta Protection Commission have been working together with the consultant team to accomplish the following goals:

- » convey the Delta's stories and history in order to enhance visitor experiences in the Delta,
- » engage members of the public in a creative, meaningful way to reflect that this is the Delta community's sign plan,
- » develop and disseminate a comprehensive sign plan that serves as a guide to ensure graphic unity, consistent messaging, and strategic placement throughout the Delta, and
- » support Delta marketing efforts and tourism as outlined in the Delta Tourism Awareness 5-year Marketing Plan.

Planning and design principles

The nature and placement of signs enhances the visitor's experience according to a sequence:

Arrival: a clearly defined entry, marked by a welcome and orientation sign, announces the start of the experience.

Decompression: where appropriate, visitors have an opportunity to rest and meet basic needs before their Delta experience begins.

Reception: settings are created where visitors receive and process the Delta's messages.

Orientation: the journey is defined and visitors are provided with the tools to feel competent with wayfinding. They see signs in advance of having to make decisions.

Interpretation: interpretive panels, as well as people who lead tours, provoke thought and share insight with the visiting public.

Transformation: visitors have opportunities that promote changes in their perception, values, attitudes, and even behavior.

Design of the Delta's welcome/orientation, wayfinding, and place marker signs is strongly influenced by the visitors' mode of travel: the automobile. To this end, the signs:

Respect a driver's needs. Travel by car requires that most of the Delta's new signs are large, with high legibility and color contrast.

Maximize legibility. The size and arrangement of type determines the ease with which a driver can access directions or information. The guidelines provided in the sign plan specify typefaces and type sizes, symbols, letter spacing (tracking), and line spacing (leading).

Embrace redundancy. All four sign types are part of an overall system for the Delta region. Design elements, including color, typefaces, and symbols, need to be used consistently across all signs.

Pique curiosity. The Delta is well known for its bridges and other iconic structures. Simple place markers identify their names and dates of construction, answering two common questions of visitors upon approach.

Interpretive panels should reflect the needs, interests, and learning styles of a diverse spectrum of visitors. To this end, the panels should:

Facilitate new learning by relating concepts to what visitors already know through the use of metaphors, stories, and occasionally even humor.

Present panel copy that provides or encourages novel and varied experiences. For example, the use of thought-provoking questions, compelling graphics, hands-on applications, and multi-sensory experiences helps capture the interest of visitors. So too will prompts that encourage focused activity, such as watching for wildlife or thinking about what the Delta looked like before 1850.

Reflect acknowledgment that the recreating public is comprised of voluntary learners within a leisure setting. Material that is perceived as fun is more likely explored than material perceived as instruction.

Arrange material hierarchically so the reader can easily decide on their own level of reading commitment. The attracting power of a panel is related to brevity of text, "snackability" of text blocks, design appeal, and richness of images.



Delta Farmer's Market / Tony Ignacio

Include activities and challenging questions so the panels become springboards for discussion and thought.

Display interesting, visually rich, and eye-catching headers since people tend to read panel titles first. Add subtitles and callouts to create a layered approach for the text and enable the reader to build their own “mental scaffold” of the interpretive material.

Ensure universal access by removing physical and intellectual barriers.

Focus on themes, not facts. This helps visitors see the big picture and organize new information into an intellectual framework they understand and will retain.

Two sets of themes are presented in the guiding documents referenced on pages 27-28 of this plan. The first set, called out as “interpretive themes” appears in the Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area:

1. At the heart of California lies America’s inland delta.
2. Conversion of the Delta from marshland to farmland was one of the largest reclamation projects in the United States.

3. Multi-cultural contributions and experiences have shaped the Delta’s rural landscape.
4. The Delta, California’s cornucopia, is amongst the most fertile agricultural regions in the world.
5. The Delta lies at the center of California’s water resource challenges.

The second set of themes is part of the Delta Heritage Area Initiative Program Project Evaluation Criteria. Designed to elevate awareness of and promote visitation to resources that celebrate Delta Heritage, these “experience themes” read:

1. Agricultural heritage, including but not limited to the transformation of the Delta from marshland to farmland, the evolution and variety of crops, the Delta innovations in farm equipment, and the opportunities to participate in agricultural tourism.
2. Asian and Pacific Islander heritage, including but not limited to the historic Chinese communities in Courtland, Isleton, Locke, and Walnut Grove, historic Japanese communities in Isleton and Walnut Grove, and historic Filipino and Punjabi Sikh communities in Stockton.

County Standards in the Delta (Outside the Right of Way)**

FS = FREE STANDING SIGNS; M = MONUMENT SIGN; D = DIRECTIONAL SIGN

	Height (Overall in feet)	Width (Overall in feet)	Sign Area (Overall Square Feet)	Font / Color
Contra Costa	15’ or height of roof line	N/A	35 (FS); 3 (D)	SEE NOTES
Sacramento	35’ or min clearance from Utility lines (adapted CA Building Code, Appendix H)	N/A	N/A	SEE NOTES
San Joaquin	25’ (FS); 6’ (M); 15’ (D)	48’ (D)	50 (FS); 60 (M); 15 (D)	SEE NOTES
Solano	6’	N/A	60	SEE NOTES
Yolo	40’ (FS); 15’ (M); 10’ (D)	N/A	200 (FS); 48 (M); 40 (D)	SEE NOTES

Notes: A. Signs cannot have the same fonts and colors as California Manual on Uniform Traffic Control Devices standards (CA MUTCD).

B. No other restrictions have been identified.

** Signs within the Right of Way are regulated per the CA MUTCD standards. No private signage is allowable within the Right of Way. See Appendix for County information.

3. Gearhead heritage, including but not limited to the development of levees and agricultural and earthmoving technology in Rio Vista (the Dutra Family in dredging) and Stockton (Benjamin Holt of Caterpillar, R. G. LeTourneau, and others).
4. Natural heritage, including but limited to restoration of natural habitat, the significance of the Delta for birds and the Pacific Flyway, and the role of fish in the Delta ecosystem and California water policy.
5. Prohibition heritage, including but not limited to the importance of the region's rivers to the alcohol trade, bootleggers such as Bill Foster, speakeasies such as the Ryde Hotel, and the recent surge of wineries, as shown by the Old Sugar Mill, and breweries.
6. Railroad heritage, including but not limited to railroads in the agricultural and tourism economy, such as the Southern Pacific's Netherlands Route.
7. River heritage, including but not limited to steamboat travel during and after the Gold Rush, the historic bridges of the Delta, and the popularity of recreational motorized and non-motorized boating.
8. Southern European heritage, including but not limited to historic Azorean Portuguese communities in Clarksburg, Freeport, and Rio Vista and Italian communities in Antioch, Clarksburg, Collinsville, Freeport, Stockton, and Walnut Grove.
9. World War II heritage, including but not limited to military installations, prisoner of war camps, industrial facilities such as LeTourneau, and ship-building yards and the internment of Japanese-Americans.

These themes set the tone for stories that will be told. They organize potential experiences for visitors, but do not work as interpretive themes in their current state.

Font Sizes

Point size should range from 60-72 point for titles to 18 point for captions. For readability, the text is typically sentence case, flush left and ragged right.

Further work is needed to merge and expand upon both sets. Ultimately what is needed is a comprehensive interpretive message hierarchy anchored by themes, supported by subthemes, and illustrated by key concepts. This work typically takes place during development of an interpretive master plan.

Accessibility guidelines

The Delta's new signs should strive to achieve universal access, meaning they are equally accessible and enjoyable for all visitors. In the case of interpretive panels encountered "on foot," this means that physical factors like sign height, glare and contrast potential, and text characteristics need to accommodate the needs of all persons, including persons with challenges.

Strong color contrasts between the text and background, larger, highly legible print, adequate leading (distance between lines of text) and kerning (space between letters), and avoidance of reds and greens (colors frequently associated with color blindness) are among the key factors to consider during design. The fonts and color palette represented in this plan's sign templates have been selected for their legibility for persons with varied levels of vision.

Universal access also means that such signs strive to appeal to audiences with wide-ranging sensory challenges and learning styles and abilities. Capturing multisensory experiences, including use of textures, tactile objects, auditory media, and rich illustrations and photography facilitate the understanding of sensory impaired visitors while enriching the experiences of all visitors.

Factors such as pathway surface, slope, and width need to consider visitors in wheelchairs and their companions as per the 1990 Americans with Disabilities Act (ADA). The physical placement of interpretive signs and other signs intended to be read "on foot," also need to comply with accessibility guidelines, such as those established by California State Parks and Smithsonian Institution². See installation guidelines, p. 25.

Sign Template: Welcome and Orientation

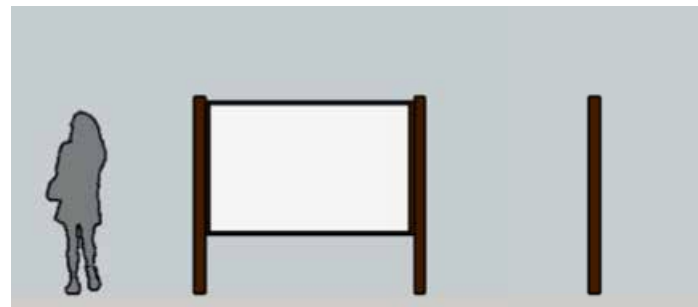
Sample
alternative
graphics



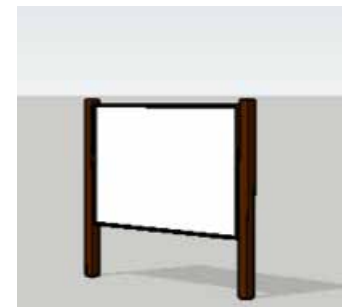
6'x3' Vertical



4'x6' Horizontal



Front View



Angled View

Side View

Sign Template: Welcome and Orientation Comparison

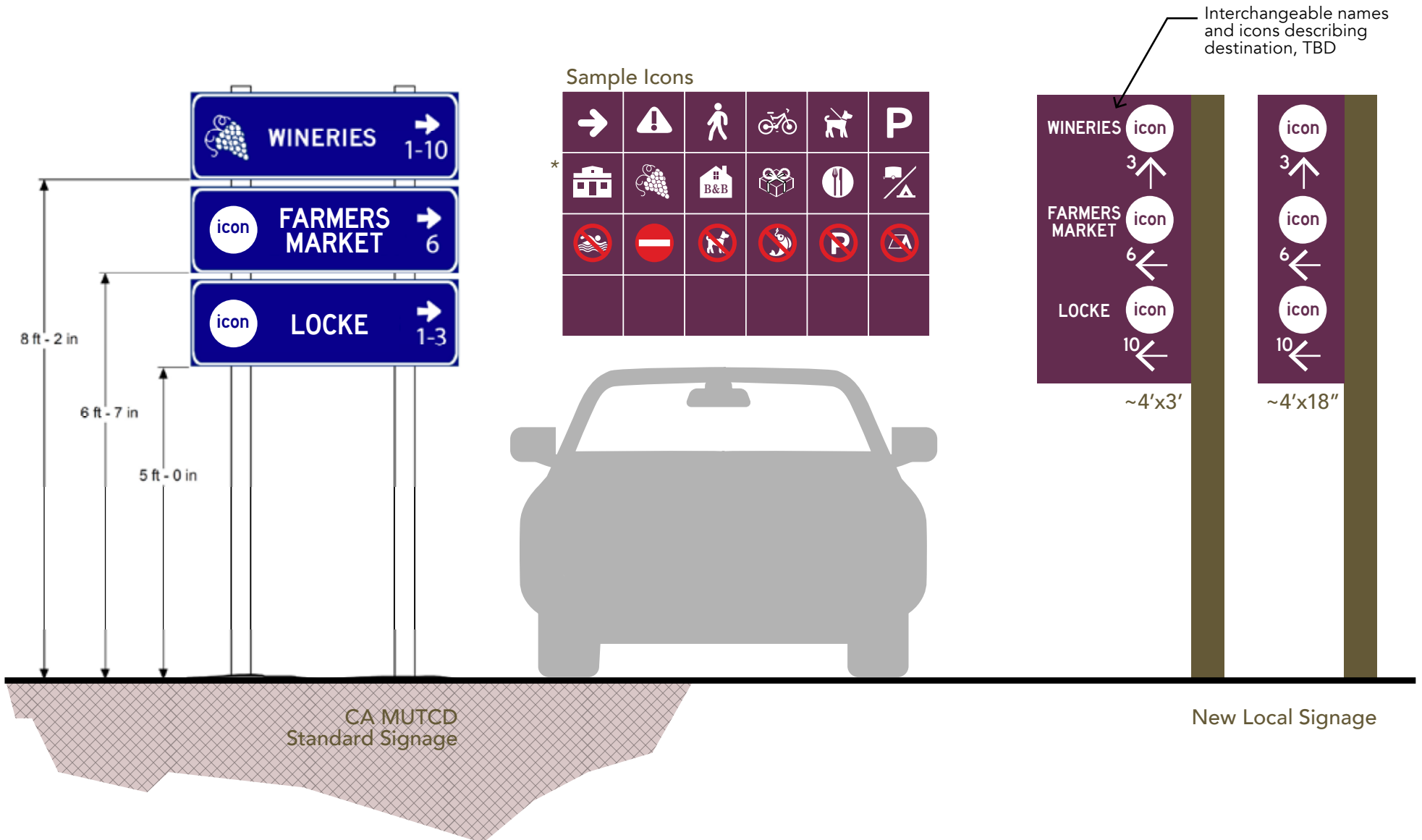
Current Welcome Sign



Proposed Welcome Sign



Sign Template: Wayfinding



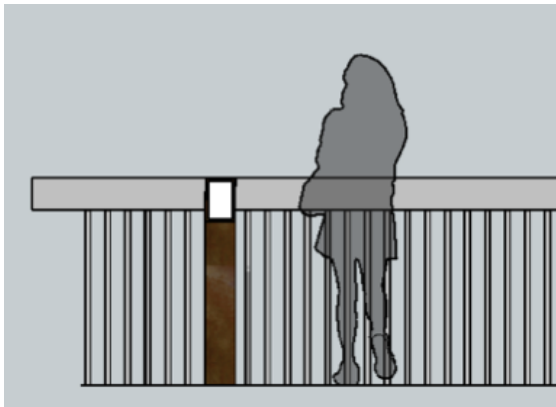
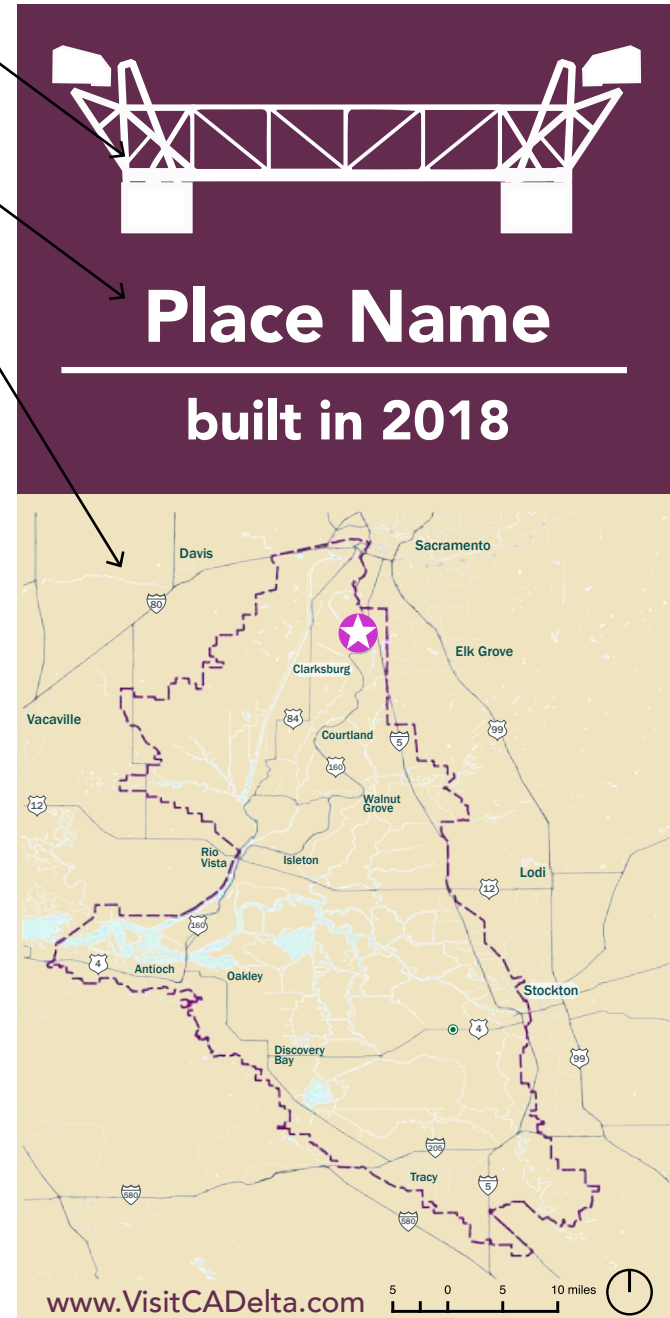
* Contribution from the Delta Leadership Project 2016

Sign Template: Place Marker

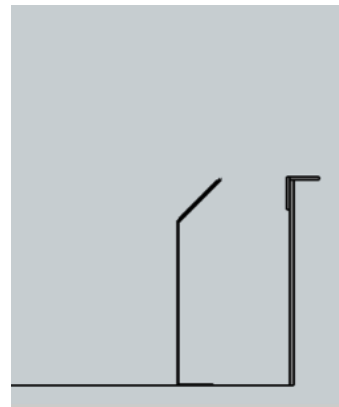
Interchangeable
graphic depicting
place marker
elements, TBD

Place name and
construction date

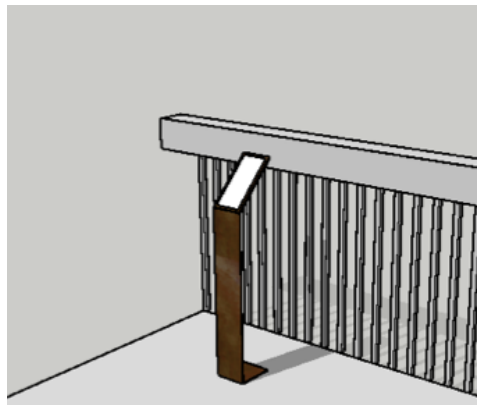
Map of the region
with a 'You are
here' icon



Front View



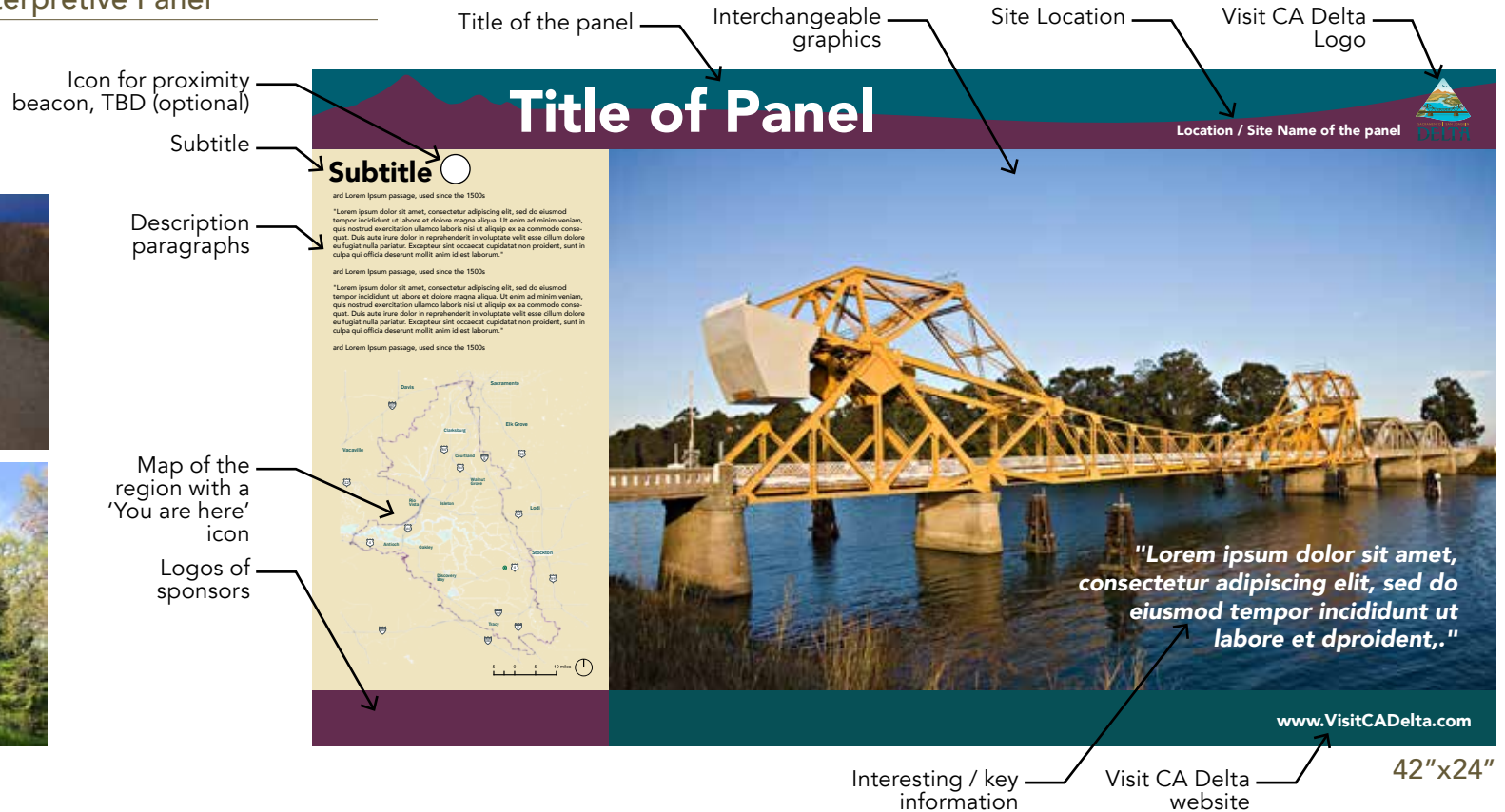
Side View



Angled View

Sign Template: Interpretive Panel

Examples of interchangeable graphics

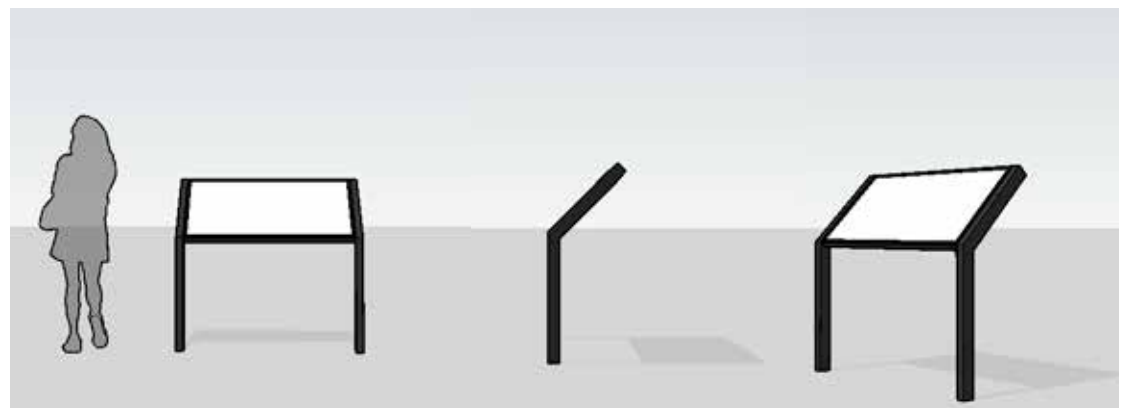


Common Low-Profile Panel Sizes

(length by width)

42" x 24"

36" x 24" (most common size)



Front View

Side View

Angled View
DELTA SIGN PLAN

Section V, Style Guide

Style guide, TBD

Section VI, Sign Placement

Recommendations

Evaluation should be directed at measuring the effectiveness of the sign program; namely, to determine to what degree visitor experiences with the new signage is favorable and to gauge the effectiveness of the signs in meeting objectives. Evaluation typically occurs at three phases: front-end, formative, and summative. Although it is time-consuming and potentially costly if interviews or focus groups are involved, it is well worth the investment. Evaluation will inform the sign development work and ensure that visitor needs and expectations remain a priority.

Front-end evaluation

Some front-end evaluation work has already taken place during development of the sign plan. Community input regarding navigation in the Delta, opportunities and constraints related to signs, and design elements was provided during five stakeholder sessions held between November 2017 and May 2018. The draft sign plan, together with the sign inventory, design templates, and locator maps was made available for public comment in May 2018. This feedback is reflected in this final sign plan.

Additional front-end evaluation work is recommended. An intercept survey, for example, would reveal information about the target audience's needs and interests, potential barriers, and navigation concerns. Focus group sessions should also be considered and directed toward revealing the target audience's level of awareness, knowledge of, and misconceptions about the Delta. Such information will be particularly useful during development of the text for the interpretive panels.



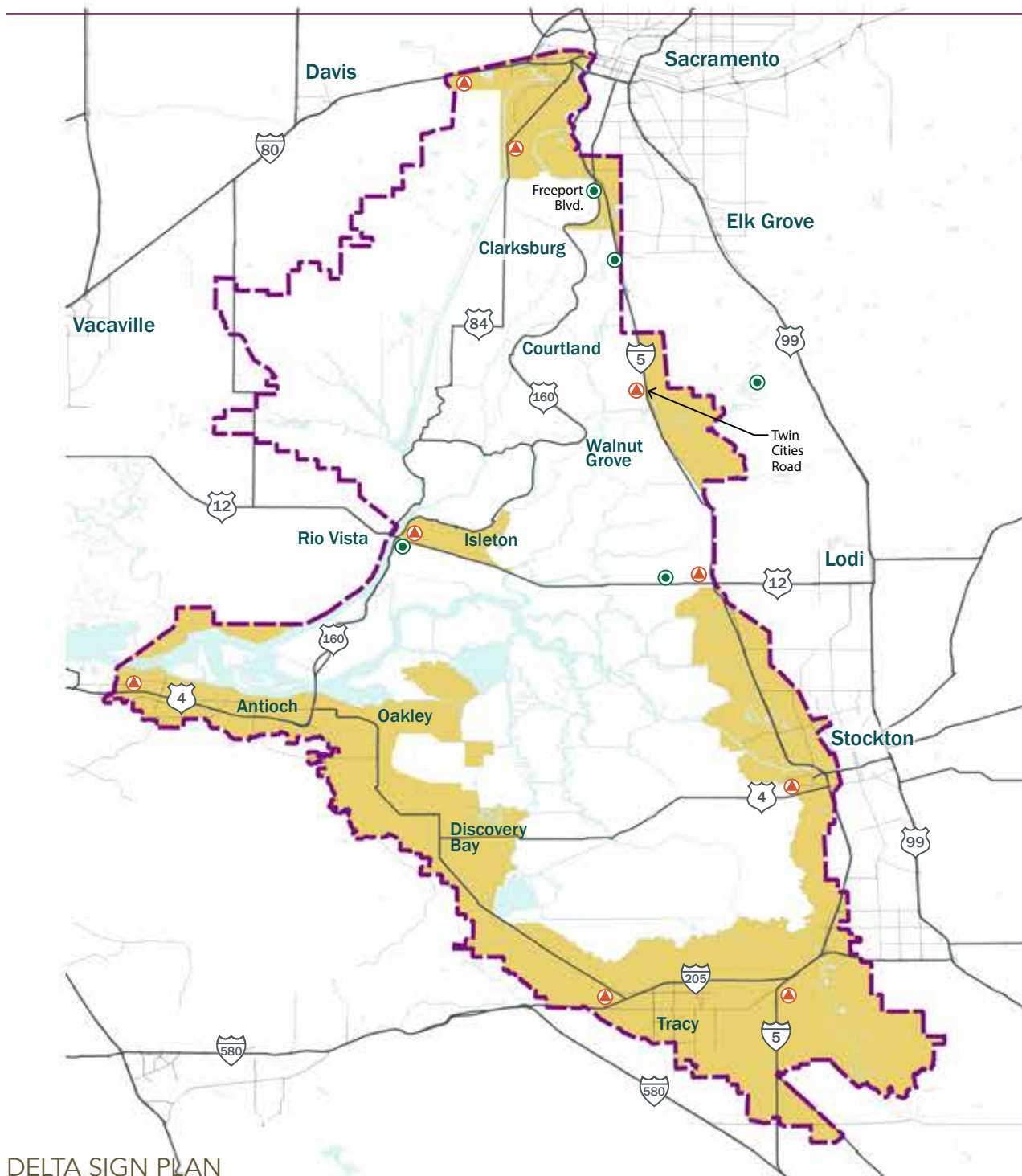
Hood / Delta Protection Commission

Formative evaluation

Formative evaluation should occur as various signs are developed so that “mid-course” corrections can be made easily. It allows for an assessment of readability, legibility, and placement of orientation and directional signs, as well as attraction power (do visitors actually stop to read the material) and holding power (do visitors stop long enough to process the material) of the interpretive panels. Formative evaluation relies on use of paper mock-ups that are inexpensively produced, allowing for the panel copy and designs to be adjusted prior to fabrication or permanent installation.

Summative evaluation

Last, summative evaluation should occur after the bulk of the signs are in place. Its purpose is to measure attainment of goals and objectives. It is based on qualitative methods such as field observations and interviews or quantitative methods such as pre- and post-tests. Its purpose is to yield information about how the Delta's new signs are producing results based on their design, content, placement, and location. These results are sign-type specific; for example, an interpretive panel will be measured according to its capacity to convey a theme while a directional sign will be measured according to its effectiveness as a navigation tool.



Proposed Welcome Sign Locations

The locations for proposed Delta Welcome signs.

- » Twin Cities Road and I-5
- » Hwy 4, west of Stockton
- » Hwy 12, west of Interstate 5
- » Hwy 4 in Pittsburg
- » Hwy 84, south of Sacramento
- » I-580, west of Tracy
- » I-5 and I-205 interchange
- » I-80, west of Sacramento

Legend

- Legal Boundary
- Secondary Zone
- ▲ Proposed Delta Welcome Signs
- Existing Delta Welcome Signs









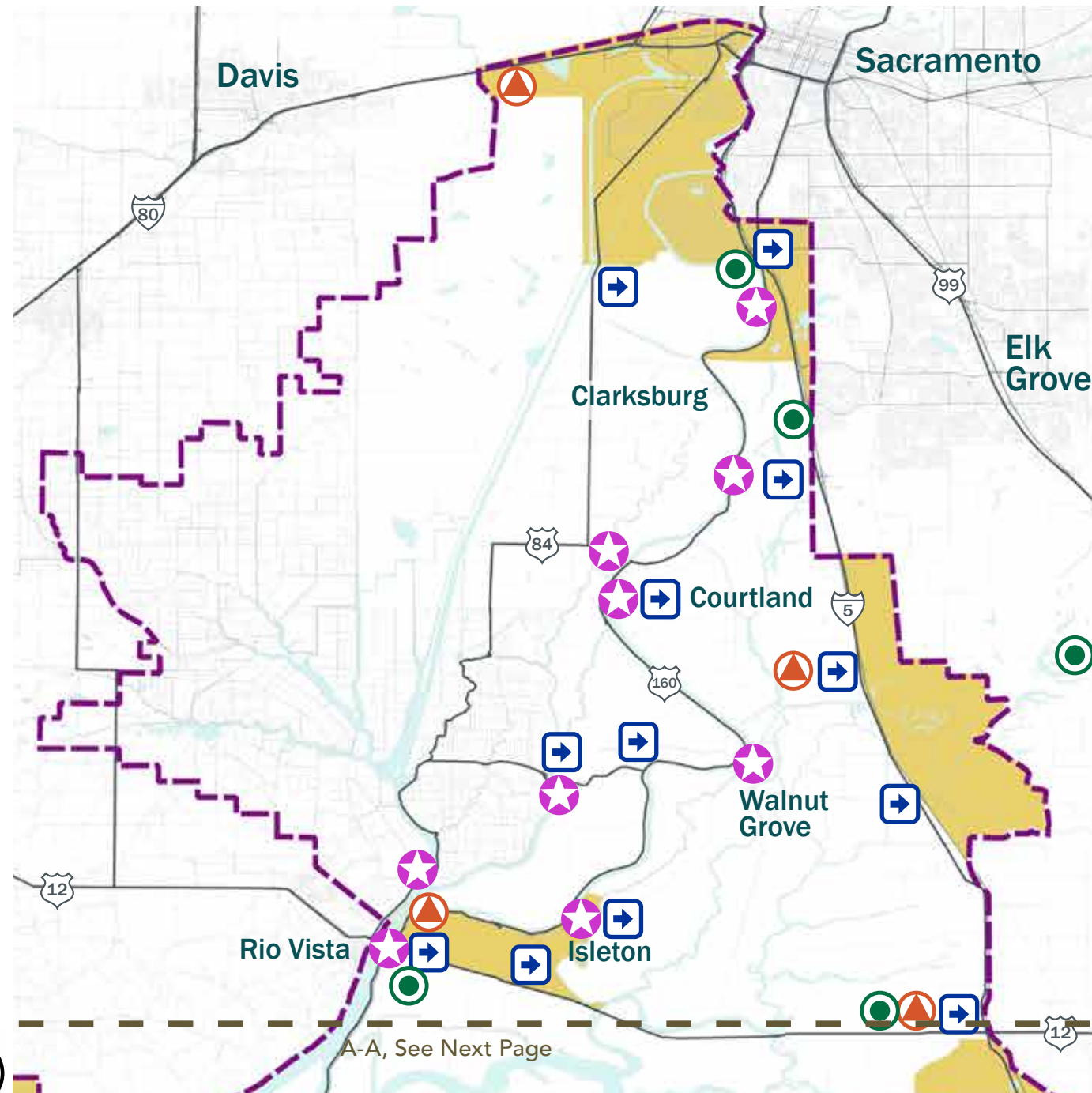
Proposed Sign Locations Composite

The locations for proposed Delta Wayfinding (sample list below) and Place Marker (Bridges) signs.

- » Cosumnes River Boulevard (Freeport Clarksburg)
- » Hood Franklin Road (Hood/Courtland)
- » Twin Cities Road (Locke/Walnut Grove)
- » Walnut Grove/Thornton Road (Walnut Grove/Ryde/Isleton)
- » Highway 12 (Delta 10 Mile Scenic Loop/Rio Vista/Isleton)
- » Pocket/Meadowview Road/Freeport Boulevard (Freeport/Clarksburg)
- » Intersection of Highway 12/ Highway 160 / Highway 4 (Rio Vista Bridge)

Legend

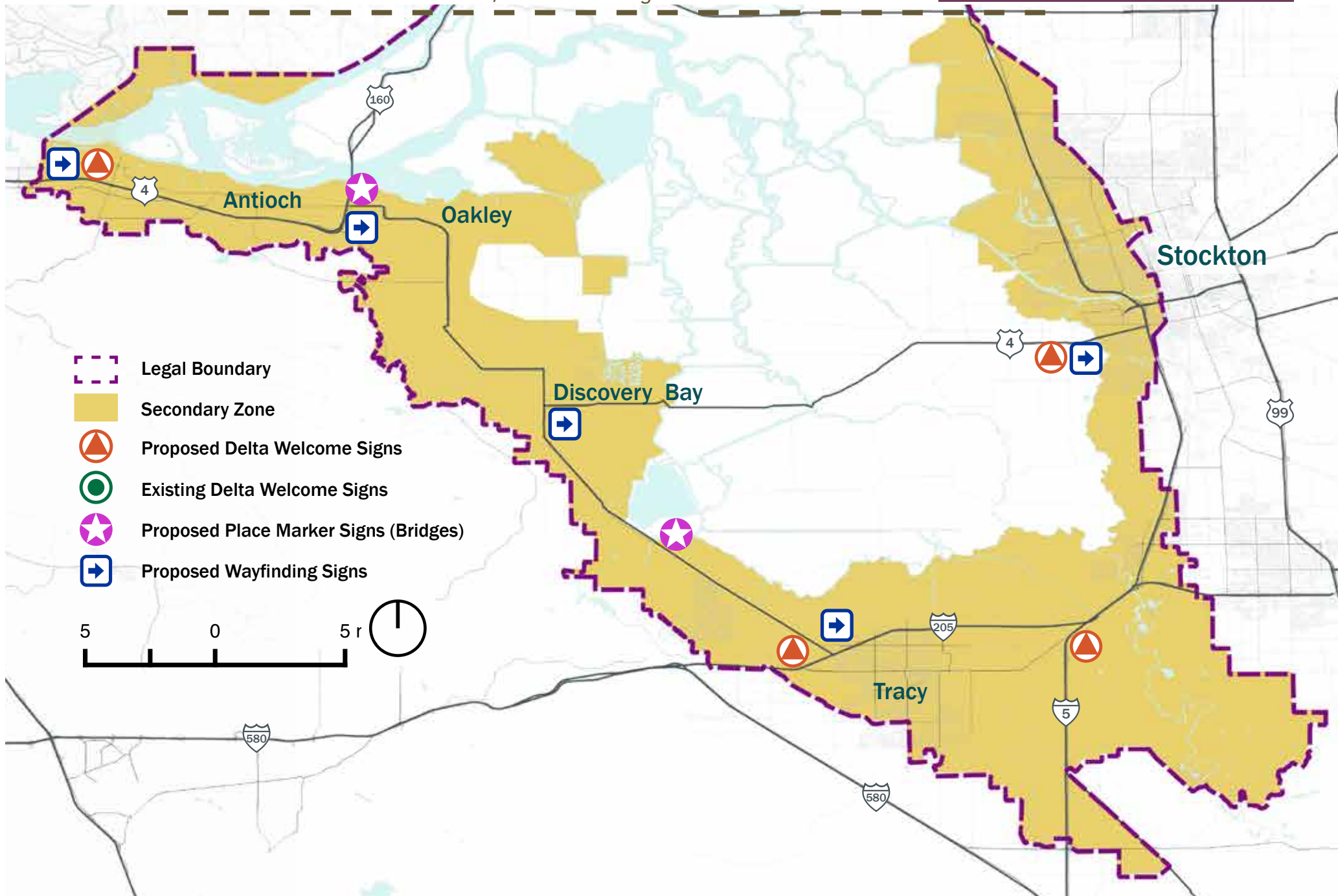
-  Legal Boundary
-  Secondary Zone
-  Proposed Delta Welcome Signs
-  Existing Delta Welcome Signs
-  Proposed Place Marker Signs (Bridges)
-  Proposed Wayfinding Signs



Northern Delta

DELTA SIGN PLAN

A-A, See Previous Page



Section VII, Fabrication and Installation

Tips for selecting vendors

- » Seek vendors with proven track records for the types of signs needed.
- » Seek vendors that produce exterior-grade, graffiti-resistant panels using material such as high-pressure laminate or top-coated etched aluminum, or other resilient material with excellent graphic and color capability.
- » Seek vendors that provide a minimum ten-year warranty against ultra-violet fading, warping, delamination, peeling, and any other manufacturing defect.
- » Study vendors identified by chambers of commerce and other sources within the Delta region, as well as Green Pages, the online directory of the National Association for Interpretation, and the business directory of American Trails.
- » Study the media standards defined according to Caltrans and the Manual on Uniform Traffic Control Devices (<http://www.dot.ca.gov/trafficops/tcd/contractor.html>).



Top: Sign Media / iZone Imaging; Bottom: Sign Fabrication / XDFour

Tips for preparing requests for quotes (RFQs)

- » Define your sign specifications explicitly, using language provided below.
- » Include delivery of electronic proofs (PDFs) and lab samples (printed sample of sign material) in the RFQ specifications.
- » If you intend to issue one RFQ for signs and another for sign hardware, make sure the sign vendor(s) understand they are responsible for drilling threaded or thru holes according to a drilling template supplied by the hardware vendor. (Any additional drilling done once a sign leaves the factory could void the warranty.)

Specifications

Fabrication of a large sign can range from hundreds to thousands of dollars, depending upon the material used. Sign manufacturers employ a variety of processes, including lamination, etching, embedment, and baking.

Recent advances in the sign industry have resulted in new technology that is proving weather- and vandal-resistant at less cost. For high-pressure lamination, or etching or embedment onto coated metal, expect to pay at least \$800.00 - \$1,100.00³ for one 36 x 24" panel, accompanying hardware, and freight. Recommended hardware for an interpretive panel typically consists of an angled powder-coated aluminum frame with exhibit base and pedestals or two angled mounting plates and pedestals.

Specifications for sign media

The following is a description of three recommended options for exterior-grade, long-lasting media for the Delta signs.

- » HPL: high-pressure lamination of melamine resin-impregnated sheets are pressed over phenolic resin-impregnated kraft paper core sheets that are bonded under pressure and heat, or
- » Direct embedment: etching or embedment of layers of organic materials directly onto aluminum, stainless steel, or other substrate that is sealed with a protective topcoat, or

- » Fiberglass embedment: digital printing of material embedded with fiberglass and sealed with a protective topcoat.

Additional interpretive panel feature

Proximity beacons, such as iBeacons, are low energy bluetooth transmitters that could be added to the interpretive panels. A proximity beacon triggers an event in an app which has information or pulls it from the internet. Ranging from audio clips and images to video clips, this information would enhance the Delta's interpretive panels by adding compelling material that complies with accessibility guidelines and creates a highly engaging way to interact with visitors. Beacons could also be used for visitor navigation—an app could trigger wayfinding throughout the Delta. Regardless of use, this technology may require an internet connection.

Development of a set of proximity beacons will cost about \$70.00 per beacon and \$900.00 for the app development, plus script development, audio recording management and editing, and optional monthly monitoring charge.

Installation guidelines

- » Follow the most recent edition of the California State Parks Accessibility Guidelines⁴ to ensure compliance for all signs encountered "on foot," such as interpretive panels. These guidelines are based on the Americans with Disabilities Act (ADA) of 1990. However, ADA standards change on a continual basis and it is important to confirm that the accessibility guidelines provided in this sign plan are still valid at the time signs are designed, fabricated, and installed.
- » Place angled signs, such as the interpretive panels, within 19" of the edge of a sidewalk or trail at a height of 27-34" from panel bottom to the surface of the ground. Standard, low-profile interpretive panels should be mounted at a 30-60° angle for maximum viewing by all visitors including persons in wheelchairs.
- » Mount vertical signs to achieve a viewing range that is between 46" and 62" from the trail surface.
- » Follow Caltrans recommendations for design, fabrication, and

³ These 2018 fees are preliminary and subject to change. They exclude design and writing fees, as well as fees for commissioned art or use of photographs. Price per unit decreases with volume.

⁴ https://www.parks.ca.gov/pages/1008/files/2015_california_state_parks_accessibility_guidelines.pdf;
<https://www.si.edu/accessibility/sgaed>

installation of vehicular signs. These are based on the Manual on Uniform Traffic Control Devices. See <http://www.dot.ca.gov/trafficops/tcd/contractor.html>.

Maintenance standards

Optimal placement of the signs will extend the life of the material. Although all materials will fade over time, placement in a protected location (e.g., in the shade or at least not facing south) will reduce direct solar exposure and slow the rate of fading.

Check the manufacturer's recommendations for preventative care. For example, the edges of high-pressure laminate signs should be treated annually with a liquid sealant to maintain the core color and protect the edge finish. Occasional treatment of high-pressure laminate signs with a polymer-based surface protectant will help ensure easy removal of potential graffiti and dirt accumulation.

In addition, regular inspection and cleaning is essential to maintain the signs' legibility and ensure their longevity. Regular cleaning to remove dust, dirt, and road film can be performed with mild soap and water. Minor scratches often can be buffed out with polymer-based car wax. Minor marking with spray paint, permanent marker, or crayon often can be removed with methyl or isopropyl alcohol or mineral spirits. Check with the manufacturer for the recommended cleaning agent.

Removal of stubborn graffiti and bird droppings requires more intense cleaning and needs to occur as soon as possible. Over time, graffiti can permeate a sign's layers. Bird droppings will dry and harden, defacing and deteriorating the sign's surface in the process. If a stronger cleaning agent is needed, check with the manufacturer for recommendations. Cleaning products are media-specific and vary from manufacturer to manufacturer. Using a cleanser that is not recommended by the sign manufacturer could damage the sign's layers and void a warranty.

If a panel becomes a favorite perch site for birds, move the panel or extend a thin wire at the sign's highest point to discourage this behavior.

Section VIII, Appendices

Public involvement

In 2017-2018, five community meetings were held in the Delta region to solicit input regarding sign needs, opportunities, and design requirements. The following summarizes what has heard.

November 28, 2017/ Big Break Regional Shoreline

Sign priorities and placement

Participants expressed interest in strengthening Delta branding and communicating the breadth of Delta experiences. Participants also voiced concern about navigation issues, such as getting lost and encountering roads and water channels that lack outlets. Sign placement is key, as is use of vibrant designs that incorporate symbols (beyond a logo).

December 11, 2017/ Walnut Grove Public Library

Sign priorities and placement

Participants identified issues related to current wayfinding (e.g., use of directional signs for business deliveries and services, as well as recreational pursuits; routes to freeways) and safety (e.g., warning of road damage and oversized farm vehicles). They expressed interest in the use of iconography and technology, the identification of legacy towns, as well as points of entry to, and departure from, the Delta.

January 9, 2018/ Walnut Grove Public Library

Design charrette

Having been given several sign samples to review, participants identified elements they liked and disliked, as well as issues to resolve, such as use of a particular Delta logo and name. They

identified the need for a “you are here” Delta map (visible on foot) and agreed that vehicular signs need to be simple, use iconography, and be part of a family of graphically consistent signs that comply with county and state ordinances. They also recommended that the design templates undergo field-testing.

April 12, 2018/Walnut Grove Public Library

Review of draft plan

May 3, 2018/Big Break Regional Shoreline

Review of draft plan

May xx, 2018/ Webinar, TBD

Final draft and next steps

After the Sign Plan has been finalized, Delta Marketing Task Force staff will work to inform the Delta community of the plan. This will likely be in the form of a workshop and direct outreach to city and county leaders.

Related planning efforts

Several planning documents have informed our current work. Our recommendations for the development of signs for the Delta region, including orientation and wayfinding signs, place markers, and interpretive panels, reflect and advance the strategies, standards, and spirit conveyed in these documents. While the focus of the current work is directed at signs, the planning team has been mindful of the opportunities and constraints called out in these documents.

2017-2022 Delta Conservancy Strategic Plan

<http://deltaconservancy.ca.gov/strategic-plan/>

Dedicated to enhancing both the Delta’s ecosystem and economy, the Sacramento-San Joaquin Delta Conservancy established three strategic goals and corresponding descriptions of success and metrics to guide its work for the next five years. This Delta Sign Plan directly addresses the Conservancy’s first goal: 1. promoting multi-benefit Delta working landscapes and a tourism economy to enhance unique cultural, recreational, natural resource, and agricultural values of the Delta.

Feasibility Study for a Sacramento-San Joaquin Delta National Heritage Area

http://deltacouncil.ca.gov/sites/default/files/documents/files/Item_7a_Attach_2_Feasibility_Study_for_a_Sacramento_San_Joaquin_Delta_National_Heritage_Area_Chapters_1_6.pdf

The Delta Protection Commission produced this feasibility study as part of its submission to Congress for designation as a National Heritage Area. The document identifies the ecological, agricultural, recreational, historical, and cultural resources that contribute to the concept of the “Delta as a Place.” It presents mission and vision statements, goals, and themes that capture the Delta’s national significance and stories of place. These elements are important tools for the sign plan.

Sacramento-San Joaquin Delta National Heritage Area Brand Standards

<https://>

This document provides detailed direction on uses of the Delta logos intended for the proposed Sacramento-San Joaquin Delta National Heritage Area. Since community members voiced interest in displaying the primary emblem logo on new signs, the design tools contained in this Sign Plan reflect the graphic standards detailed in this Brand Standards publication.

The Brand Standards also contain design specifications for interpretive panels, typography, and iconography. Further development of these specifications took place during our planning work. Refined specifications are summarized in this sign plan.

Delta Tourism Awareness 5-Year Marketing Plan

http://deltaconservancy.ca.gov/wp-content/uploads/2015/06/AI-12.2-Marketing-Plan-Design_Complete-20170224.pdf

This document summarizes the recommendations generated by a result of marketing research in the Delta region and recommendation development from the established Delta Marketing Task Force. From this work, the Delta brand and logo, Delta tourism and recreation website (www.visitcadelta.com), and five-year marketing plan were created. The marketing data, mission and vision statements, and a series of objectives have informed the current sign planning work. The Delta Sign Plan specifically addressed the strategy: “Improve Delta’s Location Strategy: ...Having improved road signs offering directions is key...Specifically create coordinated signage that leverages existing ‘Entering CA Delta’ signage, such as ‘You are X miles for the Bridge’, etc.”

Economic Sustainability Plan for the Sacramento-San Joaquin Delta

<http://deltacouncil.ca.gov/docs/economic-sustainability-plan-sacramento-san-joaquin-delta>

In 2012, the Delta Protection Commission issued an Economic Sustainability Plan that analyzes the economic opportunities and constraints associated with various measures, including ecosystem restoration, levee improvement, water resources, agriculture, recreation and tourism, and enhancement of legacy communities. One section focuses on recreation and tourism, viewed as integral parts of the Delta that contribute to its economic viability. Recommendations include enhanced public access and private development along Delta waterways, small points of interest (e.g., marinas), focal point complexes (e.g., legacy communities), natural habitat areas, and edges of existing and emerging surrounding urban areas such as Rio Vista and Tracy. Placement of graphically coordinated signs, together with widespread use of the Delta brand, is consistent with the recommendations put forth in this document.

Guiding statements

This sign planning process, like all planning processes, serves to advance the missions of the governing institutions. Our planning and design work has been purposeful and routinely cross-checked to ensure that decisions are made in accordance with the following tenets.

Sacramento-San Joaquin Delta Conservancy

mission statement:

Working collaboratively and in coordination with local communities, the Conservancy will lead efforts to protect, enhance, and restore the Delta’s economy, agriculture and working landscapes, and environment for the benefit of the Delta region, its local communities, and the citizens of California.

Delta Protection Commission

mission statement:

We protect, maintain, enhance and enrich the overall quality of the Delta environment and economy. We do this with a focus on Agriculture, Recreation and Natural Resources, while remaining mindful of the importance of the Delta to all California.

*Delta Stewardship Council**coequal goals:*

The Delta Stewardship Council was created in legislation to achieve the state mandated coequal goals for the Delta. “‘Coequal goals’ means the two goals of providing a more reliable water supply for California and protecting, restoring, and enhancing the Delta ecosystem. The coequal goals shall be achieved in a manner that protects and enhances the unique cultural, recreational, natural resource, and agricultural values of the Delta as an evolving place.” (CA Water Code §85054)

*Delta Natural Heritage Area**mission and vision statements:***Mission**

Recognize, enhance, and promote ‘Delta as a Place’ to help cultivate and retain appreciation and understanding of the Delta as an ecological, agricultural, recreational, historical, and cultural treasure.

Vision

A regional network of partner sites with interpretive/ educational components that will be linked where possible and serve as the primary attractions, on existing public properties or on private properties with the voluntary consent and involvement of the landowners.

Links to Google docs (minutes)**Lists of agencies and agency leads***Sacramento-San Joaquin Delta Conservancy*

contact: 916-375-2084

<http://deltaconservancy.ca.gov>

Delta Protection Commission

contact: 916-375-4800

<http://delta.ca.gov>

Delta Stewardship Council

contact: 916-445-5511

<http://deltacouncil.ca.gov>

Contra Costa County Conservation and Development Department

Development Services: 925-674-7200

Public Works: 925-313-2000

County Sign Code: https://library.municode.com/ca/contra_costa_county/codes/ordinance_code?nodeId=TIT8ZO_DIV88SPLAUS_CH88-6OUAD

Sacramento County Planning and Environmental Review Department

Planning Department: 916-874-6221

County Sign Code: <http://qcode.us/codes/sacramentocounty/>

San Joaquin County Community Development Department

Planning: 209-468-3124

County Sign Code: https://library.municode.com/ca/san_joaquin_county/codes/development_title?nodeId=TIT9DETI_DIV17SIRE_CH9-1710SIST_9-1710.4EMSIST

Solano County Planning Division

Planning Division: 707-784-6765

Public Works Division: 707-784-6060

County Sign Code: <http://www.codepublishing.com/CA/SolanoCounty/>

Yolo County Department of Community Services

Planning Division: 530-666-8775

County Sign Code: [http://library.amlegal.com/nxt/gateway.dll/California/yolocounty_ca/yolocountycacodeofordinances?f=templates\\$fn=default.htm\\$3.0\\$vid=amlegal:yolocounty_ca](http://library.amlegal.com/nxt/gateway.dll/California/yolocounty_ca/yolocountycacodeofordinances?f=templates$fn=default.htm$3.0$vid=amlegal:yolocounty_ca)

Caltrans District 10

contact: 209-639-3854, MUTCD Signs

<http://www.dot.ca.gov/d10/>



Isleton Bridge / Delta Protection Commission

Delta Sign Plan submitted on April 9th, 2018